

Comparative associative analysis of the meanings of the Tatar and English linguistic cultures (on the example of the Lexemes Gaila and family)

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Abstract

The term "association" has gained extreme popularity in classical empirical psychology of consciousness by V. Vundt and became an integral part of our life. One word incentive may contain hundreds of thousands of words reactions resulting from the fact that each certain individual has associations with this or that word, it depends also on the environment, nationality in which countries the individual lives and his way of life, outlook etc. In this work we earned out the analysis of results of a free associative experiment on words incentives qaila (family) and family among speakers Tatar and English languages. The choice of these concepts was caused by the fact that the family represents one of the most important values of each individual. In most cases the person is born in a family, grows in it, receives education, to study, lives in a circle of relatives, despite a growing and temporary separation of people finds a family again, thus and during all life of people is connected with a family. Therefore the institute of a family is the major public institute at which the personality with all her individual qualities causing cultural, psychological and social adaptation of the person in specific linguacultural communities created. Entering cross-cultural communication with representatives of other sociocultural space, people estimate them from the point of view of those values and stereotypes which apprehended in own culture, first of all, in a family. Family values and stereotypes, being pledged in the childhood, are determining, though are exposed to changes throughout life. Relevance of our research is caused by the fact that in this article results of an associative experiment on words incentives are analyzed gaila both family in the Tatar and English languages. Such comparative studying of results of an associative experiment I gave the chance to reveal as common features of both people in understanding of value "family", and to find distinctions between their cultures, values and national peculiarities.

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Keywords

Free associative experiment, National character, The component of lexeme meanings, The English culture of language, The Tatar culture of language, The word incentive, The word reaction to valuecoloring